



# reshape

THE MM PACKAGING  
MAGAZINE

## Glitz & Glamour

This is how elegant  
packaging can be

Pages 12 – 17





# Thinking outside the box

MM Packaging is banking on growth.  
That means: even more expertise,  
even more innovation, and even better  
global availability.

**W**hat do an elegant box for a parfum bottle and a folding carton for pills have in common? »When it comes to production, quite a lot«, says Florian Binder-Krieglstein, Managing Director at MM Packaging. »For both packages, the quality requirements placed on the material, processing and finishing are very demanding.« And there is one more common aspect connecting the two: in both industries, MMP has extensive competence and continuously develops the respective markets together with the customers.

Until now, the Beauty & Personal Care (B&PC) and Healthcare & Pharma (HC&P) business units comprised a relatively small portion of MM Packaging's total business volume, and a few plants in France were primarily responsible for it. This is currently changing.

In the B&PC business unit, MMP is now expanding their competence and know-how in several locations outside of France to be able to offer their customers high-quality products along with excellent service – including product development and innovation – across national boundaries.

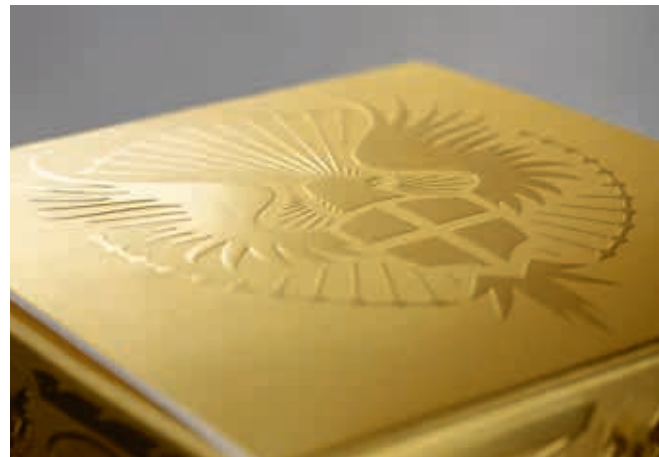
Apart from organic growth, MMP is also relying on acquisitions in the HC&P field – and this year they completed two of them: Eson Pac and Essentra Packaging. »This move places us in a leading position internationally as a supplier of secondary packaging for the pharmaceuticals industry, more precisely for folding cartons, package inserts and labels,« Binder-Kriegelstein explains.

**3,800 NEW EMPLOYEES** Eson Pac operates three production sites in Sweden and one in Denmark with roughly 300 employees and is already part of MM Packaging since April. By October, the acquisition of Essentra was completed as well. Essentra is a big player in the realm of pharmaceuticals secondary packaging, producing at 21 locations in ten countries in Europe and North America. It supplies over 800 customers around the world, among them 19 of the top 20 pharma companies, and has over 3,500 employees. »All of the new locations of both companies perfectly complement our existing footprint in France with Packetis. Together with our new colleagues – as MM Packaging – we can now offer our customers global service for the first time,« says Binder-Kriegelstein.

Managing Director,  
Florian Binder-Kriegelstein



Finishing is not merely  
an expression of valuable  
product presentation.



Braille embossing  
provides blind and  
visually impaired  
people with important  
information about the  
medication inside.





Dr. Thomas Greigeritsch,  
Head of Group Sustainability &  
Marketing

### KNOWLEDGE TRANSFER AND SYNERGIES

For Binder-Kriegelstein, the two acquisitions mean more than just increased revenue: »We have gained a host of competent employees who are contributing their experience and new ideas. We look forward to a lively exchange that will allow us to provide our customers with even better service. Our promise: consistently high process, quality, performance and service standards across all locations.«

At Eson Pac, this exchange has already begun, at Essentra it started recently.

### FINISHING: PRODUCT SAFETY AND MARKET- ING RIGHT ON THE SHELF

The pharmaceuticals market shows that the finishing of packaging is more than a marketing aspect. For instance, special inks and coatings and different coding processes help to guard against counterfeiting. Functional finishing techniques like Braille embossing are essential to ensure that the blind and visually impaired can use the medications safely.

In the Beauty & Personal Care sector, the focus is on first-rate design performance with comprehensive finishing techniques to uniquely present brands and content. This involves the entire range of printing and finishing techniques: from UV offset printing to structure and hot foil embossing, lamination, screen printing, special inks and coatings all the way to cold foil printing.

»The function of packaging is to sell the product on the shelf, represent the value of the brand, and also to create a shopping experience. High-quality finishing has been proven to positively impact sales,« explains Florian Binder-Kriegelstein.



## Dear readers,

Everything sparkles, everything shines: the Christmas holidays are approaching, the busiest time of the year in the packaging industry is behind us. Thanks to a wealth of finishing techniques, many of our packages are now showing off their particularly glamorous side – for example with relief embossing in gold, which you can see for yourself on the current cover.

In this edition of our magazine, we present three examples of how long-standing customers have worked with us to develop extraordinary packaging that showcases their products in an eye-catching way and attracts the attention of consumers (from page 12).

We are also taking the upcoming turn of the year as an opportunity to look forward. From page 3, Managing Director Florian Binder-Kriegelstein reports on successful acquisitions, sustainability in refined packaging and how we stay on step ahead for the future despite existing geopolitical and economic challenges.

You can also learn more about the daily work of a packaging designer, how we heat and cool our plant in Izmir with the help of solar thermal energy and how life cycle assessments of packaging are calculated.

I hope that you get inspired while reading and wish you a successful end to the year!

Thomas Greigeritsch

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**WITH THE ENVIRONMENT IN MIND** Especially when it comes to high-grade packaging, sustainability is a major issue. But don't sustainability and elegant finishings contradict one another? »No, not at all,« Binder-Krieglstein stresses. »We work with our customers to continuously optimise existing products, for example by using thinner foils.« In addition, all business units within the group are continuously working on innovations, starting with the processing of fibres and production of cartonboard and paper. And even outside of the main production processes, there is great potential to be tapped: special energy concepts, for example, allow us to use the exhaust heat generated by machines, and the large network of MMP locations guarantees short delivery routes for our customers.

**PAPER OVER PLASTIC** Wherever the product development and innovation team of MM Packaging sees an opportunity to make a product more sustainable, the issue is addressed proactively.

»In joint customer workshops, we look for potential and develop new concepts,« says Binder-Krieglstein. In future, paper with barrier properties will be able to replace more and more plastic packaging, like plastic sleeves for example. ●



## 3 QUESTIONS: FLORIAN BINDER- KRIEGLSTEIN

### »We want to become even more agile«

**You have been with MM for nearly a year now.**

**How do you intend to make the company even better?**

We are in the middle of a transformation that demands even more agility and business sense. The tempo of the business has increased substantially. The time-to-market of new products is getting shorter and shorter. One example: When influencers today generate a global trend for a product, this is a challenge not only for existing manufacturers, but also for anyone who wants to place alternatives in the market.

**What will it take to make that happen?**

It can only be done with an outstanding team – and we have one. They are doing excellent work!

**What are currently the greatest external challenges?**

The unstable global supply chains and the levels of illness due to the pandemic. Also, companies and private individuals alike are faced with enormous cost increases and possible gas shortages. The playing field is the same for everyone – I am optimistic that we as the MM Group will be able to meet these challenges.

## »MARKEN-MAGNETE« IN SILVER AND BRONZE

With the »Marken-Magnet« award, the »Lebensmittel Praxis« (LP)/Arbeitskreis Münster acknowledges inspiring, sustainable packaging concepts and design solutions in the food sector.

MM impressed the judges with an innovative packaging for Kellogg's CoCo Pops: a specifically applied code, which can also be recognized from a distance via an app, makes important information about the composition of food accessible to blind and visually impaired people. The prize: silver in the category »Impulse at POS« for the MMP project, made from a cartonboard by MMBP. In addition MMP received the bronze medal for the design of Reber's Advent calendar.



### MM Packaging at Interpack

When the global packaging industry meets in Düsseldorf to discuss innovations, trends and future topics, it is Interpack. In May 2023, the trade fair will be continued after a forced break due to Corona. Among the around 3,000 exhibitors, MM Packaging will again be represented with a booth. More information at [www.interpack.de](http://www.interpack.de)



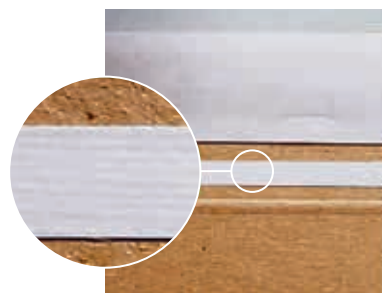
### Excellent work

MMP was able to win two of the coveted awards at the European Carton Excellence Awards in September: In the Food & Drink Packaging category, the practical potato box from Hofer emerged as the winner. Elmbal's cling film packaging with innovative tear-cut-off saw won the Gold Award. More info at [www.procarton.com](http://www.procarton.com)

### German Packaging Award for MMP

Today, tear-off strips, for example for envelopes or in e-commerce, are mostly made of plastic film and aren't biodegradable. In close partnership with TANN Germany (Member of MM), MM Neupack has now started research and laboratory testing on paper-based tear-off strips. For their initial findings, the plants received the German Packaging Award in the sustainability category in September.

Many congratulations to them!



strong paper, high stability: the next step is to make the paper-based tear-off strip even thinner and hence more cost-effective.



**Focused expertise and experience: Marten Frostne is positive about the joint future of Eson Pac and MM.**

## » Knowledge is the core of our business «

In a highly competitive market, the acquisition of Eson Pac from Sweden adds good value to MM's portfolio. Managing Director Marten Frostne explains the specifics of the pharmaceutical packaging business and how it can get more sustainable.

**Mr. Frostne, manufacturing packaging for the pharmaceutical business comes with very high requirements regarding quality and product safety. What is the most delicate factor in this enterprise?**

**MARTEN FROSTNE:** The worst thing that could go wrong has to do with the instruction leaflet that comes with every medication. We do not only fabricate the actual packaging, but also the leaflets that tell patients how to use the product. The product is approved by authorities including the specific art work for the secondary packaging, as any deviation could lead to severe consequences for our customers or ultimately the patients.

**Is this also why the production of pharmaceutical packing is so strictly regulated?**

Exactly. Our customers face very high demands on the quality of the product and must comply with numerous regulations from authorities in different markets, for Europe it is the European Medicines Agency (EMA). In order for us to meet the requirements, we work according to good manufacturing processes (GMPc) for the pharma industry and have a very high focus on the quality of our products as well as our internal processes.



**How has Eson Pac managed to thrive in such a delicate environment?**

We have more than 50 years of experience in the pharmaceutical packaging business. Our knowledge of this segment is very deep and we can rely on a multitude of global customers. We have also worked in close cooperation with our customers in order to stay relevant.

**How many customers do you supply worldwide?**

We are doing business with roughly 100 companies primarily located in the Nordic Countries, which is our main market. In terms of product volume, we delivered close to 900 million cartons, leaflets, booklets and labels last year.

**What does the general market situation in terms of competition look like?**

We are operating in a highly competitive market. The current consolidation is creating fewer but bigger companies in the business. We are still facing strong competition, but teaming up with MM gives us a considerable advantage.

**With these added strengths, how can MM Eson Pac improve its position on the pharmaceutical packaging market?**

Size is very important in this business. The fact that we are a growing company through acquisitions is key. Thanks to this growth, we can serve costumers on a European, or even global level. In addition we benefit from the economy of scale in our processes.

**Growth ideally goes hand in hand with sustainability. What strategies is Eson Pac pursuing in order to maintain the high production standards while also saving resources and energy?**

Many things are happening. We are focusing on operating our factories entirely on green energy. Optimizing the internal processes in our plants with more efficient machines is another important task. Transport is a topic where we are investigating alternative fuels as well as electrical. For materials we are relying on our suppliers, who are doing their share of the work as well. On the other side our customers as well are demanding great efforts to reduce carbon emissions.

**How is Eson Pac preparing for energy shortages?**

At the moment our plants in Denmark and Sweden have enough energy; we experience very little dependency on gas. Our primary sources of energy in the Nordics are water power, wind power, and nuclear power. But we are also impacted by the crisis because of the development of prices for energy in Europe.

**What other challenges do you see in the future?**

Supply is a big issue at the moment. As I see it right now, the supply constraints are easing up, with better possibilities to get materials in time. But this can change rapidly. The war in Ukraine has led to extreme inflation which will be a challenge to handle if it can not be pushed back reasonably fast. A trend is that the pharma market is offering more advanced, personalized treatments, which means more products and smaller batches for us to handle. This will require a more efficient and digitalized production and order process. We are facing a future with higher complexity. This is also a reason why we are happy with our decision to come on board with MM and are looking forward to this partnership. ●

»Our factories hardly depend on gas at all and are well supplied«, says Eson Pac Managing Director, Marten Frostne.



# Going Solar for the Bigger Picture

At MM Graphia in Izmir, Turkey, a new solar system is providing renewable energy for MM Packaging's largest production plant in Turkey.

When Fuat Polat cut the ribbon on the new thermal energy system on the roof of the MM Graphia plant last April in Izmir, Turkey, he provided a lot of interesting numbers for the crowd. As Managing Director of 500 employees, Polat announced that the investment of three million Euros resulted in a reduction of CO<sub>2</sub>-emissions at a scale of 3000 tons every year. »It is hard to wrap your head around this figure. But it is easier to understand if you imagine that we are cutting the emissions of 1000 cars a year«, said Polat. All thanks to the power of the sun.

At the MM Graphia plant in Izmir more than seven billion packages pass through the loading docks each year, shipped to countries worldwide, but also serving the local market: »50 percent of our products are delivered to international customers from Japan to Canada, the remaining half is for local consumption – our plants are operating at maximum capacity«, said Polat.

**CO<sub>2</sub> REDUCTION** In order to produce its packaging products, the plant in Izmir has to operate at specific environmental parameters. Temperature and humidity need to be closely regulated, since paper and board products are very sensitive to their surroundings. »Our conventional air-conditioning system used up to 50 percent of the entire energy demand in the production halls and was nearing its end-of-life. This is why we decided three years ago to find a new way for the



The solar panels in Izmir generate energy for cooling and heating, for up to eight months per year.

processes of heating and cooling«, said Polat, who also had a bigger picture in mind: As important customers are demanding increased action in CO<sub>2</sub> reduction, suppliers need to follow suit. Additionally, the volatile costs of fossil fuels made the switch to solar power all the more appealing.

»The system we had installed on the production facility's roof consists of parabolic trough collectors with an aperture area of 4,500 m<sup>2</sup> and a thermal output of more than 3.5 MW peak, as well as a thermal storage system that ensures energy supply beyond the hours of sunshine«, Polat explained. In this region of Turkey, the sun provides up to seven or eight months of heat, enough to cover 80 percent of the plant's energy demand for heating and cooling. In all of Europe, such a system has never been implemented on an industrial scale of these dimensions – Polat reports of many struggles and technical difficulties, including navigating through the pandemic and supply chain issues.

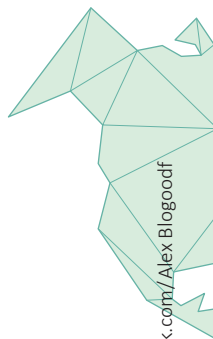
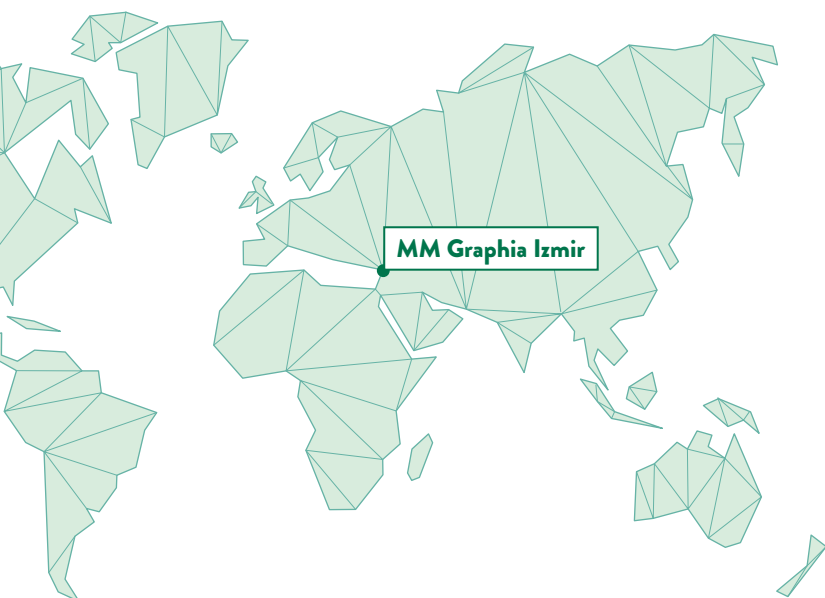


Illustration world map: shutterstock.com/Alex Blogoodf



**ROLE MODEL** Now that it is up and running, many visitors come to see what MM Graphia was able to achieve. »We became sort of role models for the industry. Recently we even welcomed a delegation from the German consulate at our plant. They were very impressed with what we showed them«, said Polat. According to him, most companies immediately think about photovoltaic production of electric power when it comes to solar. But the use of direct heat from the sun to enable heating and cooling processes is still largely a new concept in the area – even in times of energy shortages.

Polat states that the decision to go solar was not informed by the current energy crisis and subsequent monetary issues: »Long-term thinking was our main motivation. We wanted to be less dependent on conventional energy resources and to reduce our CO<sub>2</sub> emissions. We are also already planning on the next step: a photovoltaic system to produce electricity.« With an estimated capacity of one MW it will further diminish MM Graphia's dependency on fossil fuels. ●



## MM Graphia Izmir

MM Graphia is operating the largest plant of MM Packaging in Izmir, Turkey.

**Employees: 500**



The formative tower dates back to the 15th century.

## Sweet Palace Denizen

The Schloss Fuschl Torte, a delicate hazelnut and truffle cake, sits enthroned in a unique storage box. The idea for the design came from MM Packaging.

The Fuschlsee region in the Flachgau district of Salzburg – nestled in the idyllic Salzkammergut – is known not only for its tranquil postcard landscapes, but also for a true culinary specialty: the Original Schloss Fuschl Torte. Specially created for the palace hotel by chef pâtissier Maximilian Kollienz more than 30 years ago, its recipe is a well-kept secret to this day.

### A LANDMARK WITH DELICIOUS INSIDES

About three years ago, the famous flagship cake was given a unique new package. The sweet indulgence of fine hazelnut biscuit and Marc de Champagne can now be lifted directly from the palace itself.

How does it work? The cake is enthroned in a clever folding carton in the shape of the venerable palace tower, built during the 15th century and emblematic of Schloss Fuschl.

**FAITHFUL REPRODUCTION** »With this packaging, we want to express the close connection of the palace with its cake speciality,« explains Daniel Allissat, Head of Purchasing at the Hotel. While searching for innovative packaging ideas, the hotel found a competent partner in MM Packaging in 2018.

They owe the idea of encasing the famous chocolate cake in the tower to Klaus Gatterbauer, Key Account Manager Sales at MM Premium Vienna: »We took a tour of the palace at the time, and its striking tower immediately caught my eye. We then developed the packaging construction as faithfully to the original as possible using the blueprint«.

**ROUGH AS A PALACE WALL** When it came to selecting the packaging materials, nothing was left to chance.

»Each carton has a coated and an uncoated side, so it is smooth on the outside and rough on the inside. For the tower, we simply turned the reverse side into the top side to simulate the rough surface of the palace wall,« Gatterbauer reveals the clever idea that provides the unique tactile experience.

To protect the fine packaging from external influences like moisture, it was given an additional matt coating. The majestic crest adorning the roof is embossed in matt gold. Furthermore, low-migration inks were used to prevent colour from being transferred. »For delicate foods like the Schloss Fuschl Torte, this is particularly important. We are also dealing with a so-called secondary packaging, since the cake itself is packaged again for reasons of hygiene and longer shelf-life,« says Gatterbauer. ●

*»As an internationally active packaging producer, regional value creation is very important to us. This is why we are particularly proud of our collaborations with renowned Austrian traditional companies like Schloss Fuschl.«*

**KLAUS GATTERBAUER, KEY ACCOUNT MANAGER SALES, MMP**



The eye-catching castle packaging recently won the prestigious Carton Austria Award.

The new gift box is available in yellow gold for the Classic variant and rose gold for the Klimt variant, both with a finely engraved glass.

## It's Gin O'Clock

Just in time for the Holidays, Vienna's first gin is now available in a gold-coated premium package by MMP Packaging.

Why does gin in a shapely glass bottle need additional cartonboard packaging? »Our customers kept asking for an eye-catching gift box, so we thought about how we could present our product in an even more refined package,« says Achim Brock about the decision to put his gin into an elegant box made of premium cartonboard.

Together with Thomas Tirmantinger and Florian Koller he forms the Vienna-based trio of entrepreneurs that calls itself »Kesselbrüder« (kettle brothers). In 2014, they launched their »Wien Gin«, the first gin made in the Austrian capital.

**A COMPELLING PROTOTYPE** By a happy coincidence, MMP had already been thinking about this kind of package and had prepared some initial prototypes. The concept convinced Brock on the spot. It allows the company to offer the bottle along with a decorative glass. Two die cut windows make both elements visible to the viewer.

**DESIGN AS AN HOMAGE TO JUGENDSTIL** The extravagant design of the package, like that of the bottles, takes certain cues from the Jugendstil era, with its floral ornaments, decorative flowing lines and the gold-coated paintings of Klimt.

»We completely covered the package in gold using hot foil embossing,« explains Nikolaus Henn, Category Manager at MMP, an elaborate finishing technique that demanded a high level of meticulousness. To conserve resources as much as possible, the foil had to be as thin as possible, but at the same time it mustn't tear or burst when the material is bent.



*»MMP approached me pro-actively at just the right moment. When they welcomed me with packaging prototypes already in hand, I was very impressed.«*

**ACHIM BROCK, MANAGING DIRECTOR OF WIEN GIN**

**SIX LAYERS OF CARTONBOARD** To ensure that the bottle, its high-proof contents and the glass are well protected from external influences like impact or shaking, a sturdy, multi-layer cartonboard quality was used.

In all respects, the new shell with its rounded windows and relief-embossed ornaments shows extraordinary attention to detail. In the near future, the makers want to equip the gin variations with new standard packages as well. Design patterns for these have already been prepared. ●

# New wrapping for the finest chocolates

The new Schwarze Herren chocolates from Stollwerck found the perfect packaging in an exquisite box from MM C.P. Schmidt.

The history of chocolate in Germany is inextricably linked with the name Stollwerck: when the chocolate boom reached its peak in Europe at the end of the 19th century, the long-established German company Stollwerck was already the market leader in the production of finest chocolate variations. Among them was dark chocolate, which was particularly popular with distinguished gentlemen at the time. Stollwerck picked up on this zeitgeist and the brand »Schwarze Herren Schokolade« was born.

»Nowadays, tastes are more diverse, so that the name rather stands for one of Stollwerck's oldest and best-known brands and is associated with high-quality dark chocolate,« explains Jean-Marie van Logtestijn, CEO of Stollwerck GmbH in Norderstedt.

**FRESH WIND** With the new »Feine Tropfen« chocolates, the company now wants to develop further the traditional brand, which is more than 100 years old, and create new moments of enjoyment and variety – which is also conveyed with the new packaging design that was created by Stollwerck and its design agency and effectively implemented by MM C.P. Schmidt in Kaiserslautern.

»The high quality of the product is also visually and haptically underlined by the premium design and packaging«, Jean-Marie van Logtestijn summarizes the design intentions.



In the meantime, 300,000 to 400,000 boxes are delivered to Stollwerck every year.

**REFINED INDULGENCE** If you hold the high-quality box up to the light, the interplay of the different forms of finishing becomes particularly visible: »matt and offset gloss varnish as well as the relief embossing make certain motifs such as the map, glasses and the praline stand out,« explains Hans-Wilhelm Baumann, Research Development Team Manager.

**EVERYTHING FROM A SINGLE SOURCE** In Kaiserslautern, everything is produced from a single source using innovative technology: »we create the four-sided hollow wall of the box straight away and glue it,« says Stephan Thelen, Key Account Manager at MM C.P. Schmidt. This means that the boxes at Stollwerck only have to be filled with the delicious chocolates and then sealed. ●

# A glimpse into the shop window

From gold-plated chocolate hearts to fully sustainable gift packaging: An insight into the diverse world of our customers' packaging.

## A GIFT FROM THE HEART

### »Anthon Berg Luxury Gold Heart«

Creamy caramel with licorice, fine marzipan bread, classic nougat, exquisite vanilla and truffle, exotic coconut: as if the fine praline variations weren't already indulgent enough, their gold-plated heart-shaped packaging makes them an exceptional gift that comes from the heart.

**Special techniques:** Lid completely finished with golden hot foil

**Customer:** Anthon Berg

**Plant:** MM C.P. Schmidt



## Floral Statement

### »Azzaro Wanted Girl«

The delightful women's fragrance from the house of Loris Azzaro is presented in a fancy bottle in the shape of a 3D glass flower. The high-quality refined box is adorned with a silver floral border, which is embossed and further emphasizes the floral character of the fragrance.

**Special techniques:** Matt and offset gloss varnish, hot foil embossed border, multi-level high relief

**Customer:** Azzaro Parfums

**Plant:** MM Premium France



## Sweetening the waiting time

### »Milka and Cadbury Advent Tower«

24 little doors with a sweet surprise hidden behind them every day in December until Christmas Eve: the tower-shaped construction of the Advent calendar makes it an extraordinary eye-catcher, not only on the shop shelf but also in the children's room.

**Customer:** Mondelez

**Plant:** MM C.P. Schmidt







## Oh, what a fragrance!

### »Miss Dior«

Dior, the name speaks for itself, and less is also more when it comes to the simple packaging of the traditional brand. The bottle, unmistakably set with bold mesh, surrounds an elegant matt pink lacquered box with fine graining and a highly embossed logo.

**Special techniques:** offset gloss varnish, pearly varnish, hot foil stamping and graining

**Customer:** Dior

**Plant:** MM Premium France

## Baby care packaged sustainably

### »Klorane Petit brin Scented water for baby – Eco-designed gift box«

The gift box for gentle baby water, made from unbleached and uncoated KraftKarton, doesn't need any plastic at all: its window is made of cellulose acetate, which can be composted at home, and is glued with an adhesive suitable for contact with food.

**Special techniques:** Two integrated wedges for closing the folding box and the rabbit rattle replace the vacuum-formed plastic wedge.

**Customer:** Klorane

**Plant:** MMP Packetis



## CHOCOLATE SUMMIT QUARTET

### »Toblerone Bundle«

A triangular prism, which picks up on the familiar shape of the Swiss brand icon, combines four individual packages of the traditional chocolate into a bundle. The packaging, glamorously finished with gold foil, embossing and glossing, is a real eye-catcher at the point of sale.

**Special techniques:** Bundle packaging with gold foil, embossing and glossing

**Customer:** Mondelez

**Plant:** MM Premium Vienna



For more than 20 years, his heart has been devoted to the creative design of packaging: Packaging Designer, Carsten Bußhoff.

# »Packaging is design with an extended repertoire«

Carsten Bußhoff is a packaging designer. We found out, where he gets his inspiration from and what the packaging of the future must be able to do.



**Mr. Bußhoff, how do you actually become a packaging designer?**

Even as early as my childhood I liked to illustrate and build three-dimensional objects. Still, my personal career has been anything but straightforward. It was only when I was studying medicine and computer science that my creative passion was ignited again. To the great surprise of my parents, I decided to leave both subjects behind me and started to study communication design instead. I remember it very well, the curriculum read like something from my wish list! I finally came into contact with packaging design for the first time through an internship.

## The person

Carsten Bußhoff has led the design team at Pacproject, an international packaging agency in Hamburg, since 2015. From strategy to the initial idea to realization, the 22-strong team supports well-known clients such as Nestlé and Unilever in the development of individual and sustainable packaging solutions. [www.pacproject.com](http://www.pacproject.com) ↗

### What was it in particular that fascinated you about it?

The character of the packaging design with its extended repertoire. The boundaries in packaging and communication design are fluid, and the design element adds a third dimension.

### What do you have to be able to do as a packaging designer?

The most important thing is the ability to have versatile enthusiasm and to be able to quickly familiarize yourself with different topics. Because sometimes you have to deal for instance with batteries, medicines and organic olives from Greece, all at the same time.

### Today you're Creative Director at Pacproject. What does a working day look like for you?

In any case, my working days are very varied. But a day never ends without a meeting with my project teams. Depending on whether we're at the beginning of a project or already in the middle of it, it's my job to make sure we reach the briefed design goal and don't stray from the path until then. So besides being creative, it's a very communicative job.

### Where do you draw inspiration for designs?

It's very individual. For me, the best inspiration comes when I'm in a state of absolute attention, like when I'm driving. But I always have to familiarize myself with a subject first and get an understanding of it. Over the years, you also develop archetypal knowledge, for example that colors trigger certain emotions. Did you know that Red has a huge signaling effect and increases the attention of the viewer?

### There are manufacturers who have been using the same packaging design for decades. Is that wise or do consumers always need new stimuli?

The successful continuity of a brand image is the strongest argument for only adapting brand icons very carefully over the years – ideally just enough so that the consumer doesn't notice. Traditional brands are very emotionally charged, and a lot of people associate them with fond childhood memories. Customers find it really jarring if you change it too much.

### Has the approach to packaging design changed over the past ten or twenty years?

Noticeably so, especially through social changes. The demand for fiber-based packaging solutions made of paper or cartonboard has risen exponentially. Sustainability has become a necessity that doesn't stop at packaging. Consumers demand it, manufacturers have to react to it and want to communicate this non-verbally via the packaging. Our task as designers is to develop packaging that can be recognized as sustainable from a few meters away on the shelf.

### To what extent does recyclability influence the design decision?

We always have this in mind during design development. The »Circularity by Design« guideline recently issued by the 4evergreen initiative (see next page) serves as our guide. It lists in detail whether and how the colors, varnishes or insulating layers that are used are recyclable. This is an important argumentation tool with regard to our customers who, for example, then make a hot foil stamping smaller after all since the packaging can be recycled better that way. This advisory service on sustainability has now become an important part of our work.

### What challenges in packaging design will the next few years bring?

A package should be as sustainable as possible, but at the same time not cost more and inspire the customer. This field of tension between economic and ecological interests is and remains the greatest challenge. ●

# New design guideline for fiber-based packaging

The »Circularity by Design Guideline« serves designers as an indicator for the recyclability of their creative packaging designs.

83 percent of all cartonboard and paper packaging can already be recycled today. If the cross-sector initiative 4evergreen (presented in the last reshape) has its way, this share is to be increased to 90 percent by 2030. This recycling concept should already be incorporated into the packaging design.

With the »Circularity by Design Guideline«, the initiative recently published a 35-page guide with design recommendations based on EU legislation on the recycling economy. It allows packaging designers to better consider sustainability aspects already in the design phase and to sensitize their customers to this.

As well as a comprehensive listing of the features of specific packaging components such as colors, varnishes and coatings, the guide also includes specific design recommendations and detailed information on whether materials used can be processed in standard recycling facilities. ●



**Whether colors, varnishes or coatings:  
this guideline reveals how well used  
materials can be recycled.**

To browse the guideline,  
simply follow the QR code:



# How much CO<sub>2</sub> is in my packaging?

How the MM Group prepares life cycle assessments for its packaging solutions for customers.

Before wood can become a finished folding box, the material goes through a complex production process. Energy and raw materials are consumed in the process, and residues are sometimes produced. All this has an impact on the carbon footprint.

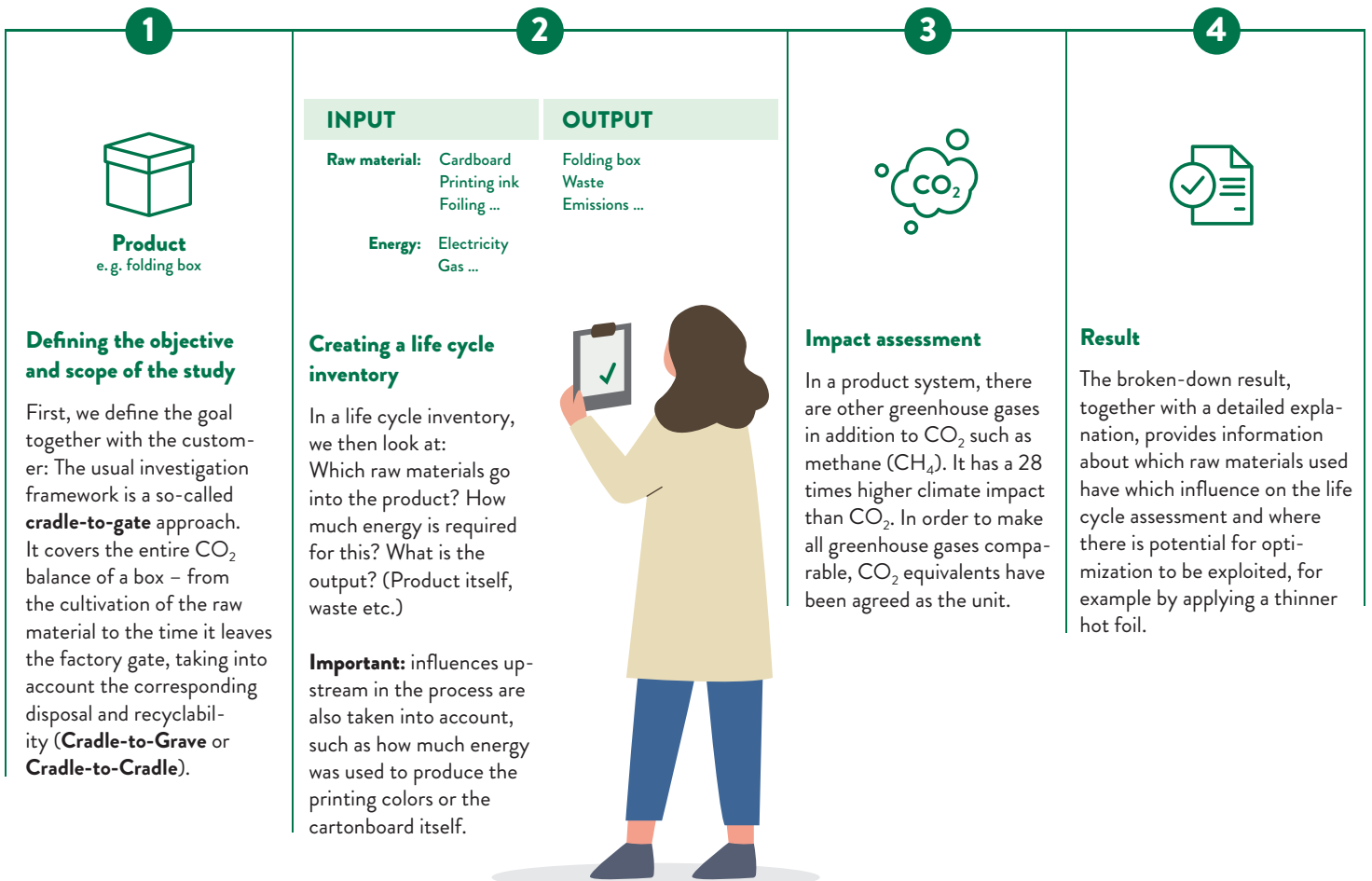
Thanks to the life cycle assessment, MM provides its customers with transparency about the size of the respective packaging – along the entire life cycle. But what's behind it?



Are you interested in a life cycle assessment for your packaging?

Contact **Nicole Heimhilcher**, one of our Product Sustainability Expert at MM.

➔ [nicole.heimhilcher@mm.group](mailto:nicole.heimhilcher@mm.group)



# Some Like It Hot

Our cover shines golden this time. This type of finishing is called hot foil stamping. Andreas Heinzus from MM Packaging explains how the film gets onto the paper.

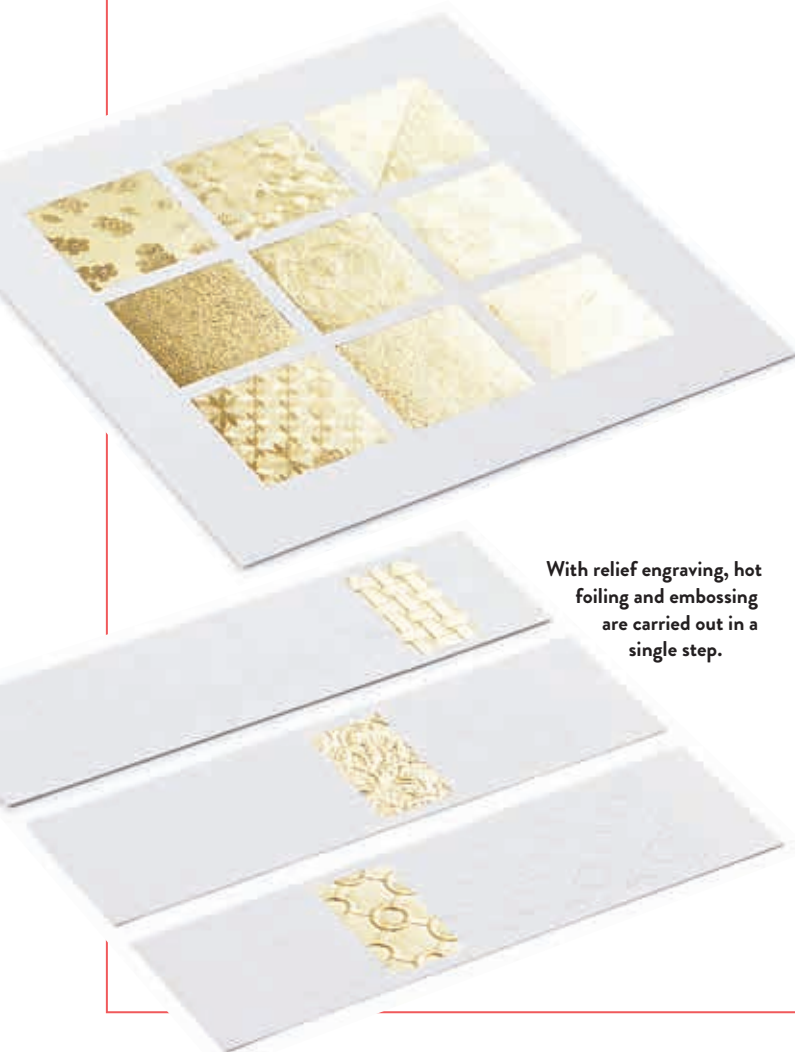
»Well, nobody's perfect,« Osgood Fielding tells the lively Daphne at the end of the classic film »Some Like It Hot«, when she removes her perky wig to reveal to her suitor that she's actually a man and that she's been duping him all along.

Andreas Heinzus, Divisional Technical Hot Foil Coordinator at MM Packaging, agrees with the famous movie quote, but when it comes to applying a hot foil to cartonboard, it's all about real perfection. »It's a fine interplay of heat, embossing force and contact time,« explains the hot foil coordinator.

And it really does get hot: a special machine presses the wafer-thin aluminum layer onto the desired area on the cartonboard at up to 250 °C. The plastic film carrier on which it is attached is then removed.

**FROM CHOCOLATE TO PERFUME** From chocolate wrappers to perfume boxes, MM Packaging finishes all papers and cartonboards using this process. Incidentally, smoother, coated paper, such as the paper used for our magazine cover, is best suited for this glamorous form of finishing. »By far the most glamorous effect can be achieved using this,« explains Heinzus.

**CLOSE ENOUGH TO TOUCH** Flat embossing is usually only used for large areas or very fine elements. So-called relief engraving is also very popular, which makes the foiling even more noticeable. Currently, however, there's an increasing demand for another technology: the so-called lens. It can be used to simulate objects in three-dimensional relief on the hot foil. »When you look at the box, you think you can reach into it and touch the item itself,« describes the film professional. ●



With relief engraving, hot foiling and embossing are carried out in a single step.

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